

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/887,198	GUIDO ET AL.	
	Examiner Kuen S. Lu	Art Unit 2167	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 2/13/2006.
2.  The allowed claim(s) is/are 1, 3 and 6-17 (renumbered to 1-14).
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
 of the:
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date 1/4/2005
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date 4/25/06.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other See Continuation Sheet.

Continuation of Attachment(s) 9. Other: Drawings filed 6/22/01 are accepted.

**DETAILED ACTION**

1. After a thorough search and examination of the present application, and in light of the prior art made of record and Applicant's Amendments and Remarks filed February 13, 2006 and Examiner's Amendments of April 25, 2006, Claims 1, 3 and 6-17 are allowed.

***Drawings***

2. The drawings filed June 22, 2001 are accepted.

***Examiner's Amendments***

3. An examiner's Amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee. Authorization for this Examiner's amendment, listed below, was given in a telephone interview with Mr. Jon D. Shutter (Registration #: 41,311), on April 25, 2006. A copy of the interview summary is attached.

4. Please amend claims 1-5, 7-13 and 28 filed February 13, 2006 as follow:

Claim 1 (currently amended): A method of facilitating delivery of advertising to users of mobile computing platforms comprising the steps of:

defining advertising zones within a geographic region;  
defining a hierarchy of said advertising zones,

wherein said hierarchy of advertising zones includes at least a first layer and a second layer, and further,

wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer; and

providing a geographic database that contains road segment data, said road segment data represents a road segment located in the geographic region, said road segment data comprising data that indicates in which of said advertising zones the road segment is located;.

associating advertising messages with at least some of said advertising zones; and  
storing said advertising messages in an advertising database.

Claim 2 (canceled).

Claim 3 (currently amended): The method of Claim 1 2 further comprising:

defining an index that references each of the advertising zones in the first layer that overlap each of the advertising zones in the second layer.

Claim 4 (canceled).

Claim 5 (canceled).

Claim 7 (currently amended): A method of facilitating delivery of advertising to users of geographic data comprising the steps of:

defining a plurality of advertising areas located within a geographic region; and

defining a hierarchy of said advertising areas,

wherein said hierarchy of advertising areas includes at least a first layer and a second layer, and further,

wherein at least some of the advertising areas in said first layer overlap some of the advertising areas in said second layer;

providing a geographic database that contains road segment data that represent road segments located in the geographic region, and advertising area data that indicate which of said road segments are located in said advertising areas.

Claim 8 (currently amended): The method of Claim 7 further comprising:

defining an index that references the advertising areas zones in the first layer that overlap the advertising zones in the second layer.

Claim 9 (currently amended): The method of Claim 7 wherein said advertising areas zones are based on accessibility.

Claim 10 (currently amended): The method of Claim 7 wherein said advertising areas zones are based driving distances from defined locations.

Claim 11 (currently amended): The method of Claim 7 wherein said advertising areas zones are based driving times from defined locations.

Claim 12 (currently amended): The method of Claim 7 wherein said advertising areas zones are formed dynamically.

Claim 13 (currently amended): A geographic database stored on a computer-readable medium comprising:

road segment data that represent road segments located in a geographic region; and advertising zone data that indicate which of a plurality of advertising zones into which the geographic region is divided the road segments are located in,

wherein said advertising zones define a hierarchy including at least a first layer and a second layer, and further,

wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer,

wherein at least some of said advertising zones are associated with advertising messages,

wherein said advertising messages are stored in said database.

Claim 28 (canceled).

***Reason for Allowable***

5. In the Examiner's Office Actions, the non-Final Rejection of November 15, 2005, 35 U.S.C. 35 U.S.C. § 103, rejections was based on a primary reference of Rieger: U.S. Patent 6,654,800, "SYSTEM FOR COMMUNICATING THROUGH MAPS", issued November 25, 2003, hereafter "Rieger", in view of Kozak: U.S. Patent 6,415,226,

"METHOD AND SYSTEM FOR PROVIDING SAFE ROUTES USING A NAVIGATION SYSTEM", issued July 2, 2002, hereafter "Kozak"; and the Final Rejection of May 3, 2005, 35 U.S.C. 35 U.S.C. § 103, rejections was based on a primary reference of Taschereau: U.S. Patent Application 2004/0076279, "METHOD AND SYSTEM FOR PROVIDING GEOGRAPHICALLY TARGETED INFORMATION AND ADVERTISING", filed May 16, 2001, hereafter "Taschereau", in view of Polyakov: U.S. Patent 6,414,602, "SYSTEM OF ADVERTISING", issued July 2, 2002, hereafter "Polyakov".

In the Remarks filed on February 13, 2006, Applicant disqualified Kozak reference because of subjecting to obligation of assignment to the same person, and in the Remarks filed on September 1, 2005, Applicant specifically pointed out that, none of the cited Taschereau and Polyakov references, individually or in combination, teaches or suggests the subject matter of forming new advertising zone and the road segment data comprising data that indicates in which of the advertising zones the road segment is located as described in the independent claims 1, 7 and 13.

After further review of result for the searches conducted over the past, the claims most currently amended as of April 25, 2006, and further consideration of the above remarks, the Examiner is persuaded that the prior art made of record does not teach the above described claimed subject matter in each of the independent claims 1, 7 and 13, specifically where forming new advertising zone, advertising zone defining hierarchy of

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1<sup>st</sup> and 2<sup>nd</sup> layers and the road segment data comprising data that indicates in which of the advertising zones the road segment is located.

An update search conducted as described below for the claims 1, 7 and 13 as lastly amended on February 13, 2006 and further amended by an Examiner's Amendment of April 25, 2006, the subject Application filed on June 22, 2001, is hereby considered and accepted.

A search on the prior art has been recently conducted on domains EAST, NPL-ACM, Google and NPL-IEEE in order to further extend and update the scope the searches conducted over the past on the same domains. The prior art searched and investigated on the domains EAST, NPL-ACM, Google and NPL-IEEE do not fairly teach or suggest the teaching of the subject matter as described above and claimed in the independent claims 1, 7 and 13.

The dependent claims in the groups (3 and 6), (8-12) and (14-17), depending on claims 1, 7 and 13, respectively, also distinct from the prior art for the same reason.

6. Any comments considered necessary by Applicants must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance".

***Contact Information***

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kuen S Lu whose telephone number is (571) 272-

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4114. The examiner can normally be reached on Monday-Friday (8:00 am-5:00 pm). If attempts to reach the examiner by telephone pre unsuccessful, the examiner's Supervisor, John Cottingham can be reached on (571) 272-7079. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for Page 13 published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 886-217-9197 (toll free).

Kuen S. Lu,  
  
Patent Examiner,

April 26, 2006

